

WHAT IS CLAIMED IS:

- 1           1. A video system, comprising:
  - 2                   an input port configured to receive video data, the video data including a
  - 3                   plurality of premium contents;
  - 4                   an output port configured to couple to a video display for displaying
  - 5                   video data selected by a viewer;
  - 6                   a preference engine coupled to the input port and configured to track
  - 7                   viewer selections of the video data and to create a viewer profile representing
  - 8                   viewing preferences of the viewer; and
  - 9                   a promotion module coupled to the preference engine and the output
  - 10                  port, the promotion module responsive to the viewer profile to select at least one
  - 11                  preferred promotion content from the plurality of premium contents, to cause the
  - 12                  selected at least one preferred promotion content to be stored, and to cause the
  - 13                  selected at least one preferred promotion content to be displayed to entice the
  - 14                  viewer to watch a premium content associated with the selected at least one
  - 15                  preferred promotion content.
- 1           2. The video system of Claim 1, further comprising a set-top box coupled to the
- 2           input port and configured to receive video data.
- 1           3. The video system of Claim 1, wherein the plurality of premium contents
- 2           includes a plurality of conditional access video contents.
- 1           4. The video system of Claim 3, wherein the conditional access video content is
- 2           provided through a pay-per-view service.
- 1           5. The video system of Claim 1, further comprising a circuitry configured to
- 2           provide for a functionality of a personal video recorder for recording the video data,
- 3           wherein the circuitry further provides for a recording of the conditional access video
- 4           content and the selected at least one preferred promotion content.
- 1           6. The video system of Claim 1, wherein the promotion module causes display
- 2           of the selected at least one preferred promotion content as a content selected from a
- 3           group consisting of a video clip, a trailer, a program title, program actors and their
- 4           pictures, a program description and program reviews.

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1 12. A method of operating a video system that receives video data that includes  
2 a plurality of premium contents, the method comprising:

3 creating a viewer profile representing viewing preferences of a viewer;

4 identifying at least one of the premium contents consistent with the  
5 viewer profile;

6 selecting a promotion content associated with the identified at least one  
7 of the premium contents;

8 storing the selected promotion content; and

9 displaying the selected promotion content to entice the viewer to watch  
10 the associated at least one of the premium contents.

1 13. The method of Claim 12, wherein displaying the selected promotion content  
2 occurs upon determining that the viewer is watching video data displayed on a video  
3 display.

1 14. The method of Claim 12, further comprising displaying the at least one of  
2 the premium content corresponding to the selected promotion content upon the viewer  
3 selecting the displayed selected promotion content.

1 15. The method of Claim 12, further comprising creating a plurality of viewer  
2 profiles, each viewer profile representing viewing preferences of a viewer and including  
3 preferred promotion contents selected in accordance with the viewing preferences of the  
4 viewer.

1 16. The method of Claim 15, further comprising selecting a viewer profile from  
2 the plurality of viewer profiles upon determining which viewer is likely to be watching  
3 at a given day and at given time using the viewing preferences.

1 17. The method of Claim 12, wherein the plurality of premium content includes  
2 at least one conditional access video content.

1 18. The method of Claim 17, wherein the at least one conditional access video  
2 content includes pay-per-view contents.

1 19. The method of Claim 17, further comprising pre-recording the at least one  
2 conditional access video content on a personal video recorder.

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